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Canada  
Statistics  
Sales of Manufacturers' Outlets  
1934-36









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DOMINION BUREAU OF STATISTICS - CANADA

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Internal Trade Branch

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Sales of Manufacturers' Outlets, 1934

In connection with the Census of Merchandising and Service Establishments, reports are secured from manufacturing concerns which maintain sales branches or distributing warehouses. In some lines the products of manufacturers are distributed through regular wholesale channels, and changes in value of sales are reflected in the figures for wholesale trade which are published in a separate report (Wholesale Trade in Canada and the Provinces, 1934). In other cases a considerable part of the sales is made directly by manufacturers to retailers or to consumers. While the sales figures shown in this report do not cover the entire production in the lines which are listed, they are sufficiently large, in most cases, to indicate the general trend in sales.

Table 1 shows the changes in the value of sales between 1933 and 1934 for ten leading lines. The increases in sales ranged from 1 per cent for sugar refineries to more than 20 per cent for manufacturers of tires (including rubber goods), house furnishings, electrical apparatus and supplies, hardware and plumbing equipment and supplies. Wherever possible, sales are shown by economic divisions. In the case of several groups, it has been necessary to show sales under the heading "head office and export". This item covers sales not distributed by provinces and sales to foreign countries. It will be noted that head office and export sales of manufacturers of tires and rubber goods increased considerably in 1934. Part of this increase was due to the larger demand of the motor industry for tires on new cars. Sales of this character for identical firms reporting in 1933 and 1934 were more than 75 per cent greater in the latter year. Sales of rubber goods as equipment or supplies for manufacturers also increased considerably. While the total sales of electrical manufacturers advanced 27.3 per cent, the sales to industrial users for materials and as supplies and equipment advanced approximately 40 per cent.

In Table 2 the provincial distribution of sales of wholesale dealers and manufacturers of farm machinery and equipment are shown for the period 1930 to 1934. Sales for Canada as a whole were 30.4 per cent higher in 1934 than in 1933, but the total was still less than 40 per cent of the 1930 level. The increases in 1934 compared with the preceding year ranged from 17.2 per cent in Saskatchewan to 54.7 per cent in British Columbia.

The distribution of sales of manufacturers reporting their trade with different types of purchasers is shown in Table 3. The figures for total sales in this table do not always agree with those given in Table 1 as figures are not for the same firms in every case. This table is of interest in illustrating the various channels which are employed by manufacturers in distributing their products.

A special analysis of the distribution of sales of marketers of petroleum products is given in Table 4. It will be seen from this table that approximately 20 per cent of the sales of the firms reporting is made to other wholesale dealers. In the coastal and Prairie Provinces a considerable part of the trade is directly with farmers or other primary producers. In the case of the Prairie Provinces, such sales generally constitute more than 30 per cent of the total. The item "other wholesale sales" covers generally sales to users (not for re-sale) and embraces sales for commercial trucks and other industrial uses.





Table 1.--Sales of Manufacturers' Outlets, 1933 and 1934

	Sales Reported		Per Cent Change
	1933	1934	
Tires (including rubber goods) .....	26,781,500	32,849,000	+ 22.7
Head Office and Export .....	8,290,900	12,437,000	+ 50.0
Maritime Provinces .....	1,425,500	1,490,300	+ 4.5
Quebec .....	3,917,800	4,183,800	+ 6.8
Ontario .....	7,700,700	8,808,400	+ 14.4
Prairie Provinces .....	4,305,300	4,622,400	+ 7.4
British Columbia .....	1,141,300	1,307,100	+ 14.5
Chemicals and Paints (chiefly paints) .....	6,816,800	7,901,200	+ 15.9
Maritime Provinces .....	521,700	626,000	+ 20.0
Quebec .....	2,309,200	2,706,100	+ 17.2
Ontario .....	2,201,900	2,494,300	+ 13.3
Prairie Provinces .....	1,135,300	1,349,700	+ 18.9
British Columbia .....	648,700	725,100	+ 11.8
Clothing, Furnishings and Textiles .....	5,985,300	6,819,700	+ 13.9
Maritime Provinces .....	365,700	425,100	+ 16.2
Quebec .....	1,680,600	1,919,800	+ 14.2
Ontario .....	3,195,700	3,674,500	+ 15.0
Prairie Provinces .....	471,200	522,900	+ 11.0
British Columbia .....	272,100	277,400	+ 1.9
Footwear (chiefly rubber) .....	5,749,500	6,414,300	+ 11.6
Head office and export .....	1,004,100	1,076,900	+ 7.3
Maritime Provinces .....	682,700	852,900	+ 24.9
Quebec .....	1,571,200	1,794,500	+ 14.2
Ontario .....	1,286,600	1,434,400	+ 11.5
Prairie Provinces .....	852,300	866,500	+ 1.7
British Columbia .....	352,600	389,100	+ 10.4
Electrical .....	28,745,000	36,580,300	+ 27.3
Maritime Provinces .....	1,347,800	2,014,200	+ 49.4
Quebec .....	9,985,500	11,837,800	+ 18.5
Ontario .....	12,043,000	15,385,000	+ 27.8
Prairie Provinces .....	3,426,200	4,377,100	+ 27.8
British Columbia .....	1,942,500	2,966,200	+ 52.7
Biscuits and Confectionery .....	11,107,300	12,321,900	+ 10.9
Maritime Provinces .....	1,481,600	1,655,900	+ 11.8
Quebec .....	2,959,800	3,159,900	+ 6.8
Ontario .....	4,455,900	5,123,300	+ 15.0
Prairie Provinces .....	1,799,700	1,958,900	+ 8.8
British Columbia .....	410,300	423,900	+ 3.3
Flour and Feed .....	49,719,500	53,472,500	+ 7.5
Export sales .....	12,737,700	13,651,700	+ 7.2
Domestic sales .....	36,981,800	39,820,800	+ 7.7
Sugar .....	34,829,600	35,171,700	+ 1.0
Food Specialties .....	14,113,200	16,969,300	+ 20.2
Milk Products .....	7,390,800	8,343,100	+ 12.9
House Furnishings .....	5,580,200	6,758,900	+ 21.1
Quebec and Maritime Provinces .....	2,063,900	2,524,200	+ 22.3
Ontario .....	2,295,600	2,759,300	+ 20.2
Prairie Provinces .....	789,300	929,700	+ 17.8
British Columbia .....	431,400	545,700	+ 26.5
Hardware and Plumbing .....	13,047,200	16,569,700	+ 27.0
Quebec and Maritime Provinces .....	4,292,000	5,587,500	+ 30.2
Ontario .....	5,839,500	7,362,200	+ 26.4
Prairie Provinces .....	2,065,100	2,575,700	+ 24.7
British Columbia .....	850,600	1,024,300	+ 20.4





Table 2.--Sales of Dealers(1) and Manufacturers(2) of Farm Machinery and Equipment, by Provinces(3), 1930 - 1934

Province	Sales					Indexes of Sales (1930 = 100.0)					Per Cent Change, 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
CANADA, Total .....	47,325,700	16,655,200	16,124,200	14,298,500	18,650,800	100.0	35.2	34.1	30.2	39.4	+ 30.4
Maritime Provinces .....	1,337,100	811,800	505,700	470,300	588,800	100.0	60.7	37.8	35.2	44.0	+ 25.2
Quebec .....	3,536,800	2,749,200	1,717,600	1,434,000	1,783,900	100.0	77.7	48.6	40.5	50.4	+ 24.4
Ontario .....	8,976,000	5,065,000	3,439,700	3,450,600	4,743,100	100.0	56.4	38.3	38.4	52.8	+ 37.5
Manitoba .....	6,582,300	1,744,300	1,941,800	1,898,200	2,855,000	100.0	26.5	29.5	28.8	43.4	+ 50.4
Saskatchewan .....	15,185,000	2,596,600	4,175,900	3,276,500	3,839,600	100.0	17.1	27.5	21.6	25.3	+ 17.2
Alberta .....	11,050,200	3,226,700	4,079,300	3,496,000	4,418,300	100.0	29.2	36.9	31.6	40.0	+ 26.4
British Columbia .....	658,300	461,600	264,200	272,900	422,100	100.0	70.1	40.1	41.5	64.1	+ 54.7

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

(3) Sales are based on the location of establishments and are not necessarily identical with provincial sales.











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## CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Sales of Manufacturers' Outlets, 1935

In connection with the Census of Merchandising and Service Establishments, returns are secured each year from retail merchants, from regular wholesale houses and also from those manufacturers which maintain sales branches or distributing warehouses from which sales are made to retailers or direct to industrial or other large consumers. A series of reports for 1935 on retail trade and on the business transacted by regular wholesale dealers have already been published. This bulletin supplements the report on wholesale trade (Wholesale Trade in Canada and the Provinces, 1935) and shows the trend in sales between 1934 and 1935 for those manufacturing firms maintaining sales branches and which may be considered to enter definitely into the wholesale field. While the sales figures shown in this report do not cover the entire production in the lines which are listed, they are sufficiently large in most instances to indicate the general trend in sales.

Table 1 shows the changes in the value of sales between 1934 and 1935 for a number of leading kinds of business, first, for all reporting firms as a whole and, then, whenever possible, for each of the five economic divisions of the country. In some instances, it has been necessary to show sales under the heading "head office and export". This item covers sales not distributed by provinces in addition to export sales. Conforming with results shown for retail and regular wholesale trade, gains in sales of manufacturers' outlets in 1935 over 1934, while significant, were less pronounced than in the comparison of 1934 with 1933. Percentage changes by kinds of business from 1934 ranged from a decrease of 2.9 per cent for sugar to an increase of 16.1 per cent for flour and feed. Substantial gains over 1934 for other lines of business were as follows: electrical, 12.0 per cent; house furnishings, 9.6 per cent; chemicals and paints, 9.6 per cent; tires (including rubber goods), 8.4 per cent, and clothing, furnishings and textiles, 8.2 per cent.

Provincial distribution of sales of wholesale dealers and manufacturers of farm machinery and equipment is shown in Table 2 for the period 1930 to 1935. Sales were \$26,582,300 in 1935 compared with \$18,650,800 in 1934 but were still 44 per cent below the level of 1930. The increases in 1935 compared with 1934 ranged from 20.7 per cent in the Maritime Provinces to 71.0 per cent in Saskatchewan.

The distribution of sales of manufacturers reporting their trade with different types of purchasers is shown in Table 3. The figures for total sales in this table do not always agree with Table 1 as figures are not for the same firms in every case. This table is of interest in illustrating the various channels which are employed by manufacturers in distributing their products. The distribution for 1935 varies but little from that shown in a corresponding report for 1934.

Sales of marketers of petroleum products are analyzed in Table 4 to show the percentage distribution through various channels. Approximately one-half the total sales in 1935 were made to retail dealers, including retail stations operated directly by the distributing companies. Sales to jobbers formed 17.7 per cent of the total trade. Sales to farmers and other primary producers were 11.6 per cent of the total for the Dominion as a whole but the ratio varied from 2.8 per cent for Quebec to 34.7 per cent for the Prairie Provinces. "Other wholesale sales", including sales for commercial trucks and other industrial uses, were 13.9 per cent of the total while sales at retail prices formed another 4.3 per cent. A comparison with a corresponding analysis for 1934 shows a slight reduction in the proportion of the total trade with jobbers (17.7 per cent in 1935 compared with 20.0 per cent in 1934) accompanied by slight increases in the proportions for farmers and other primary producers and export sales.





Table 1.--Sales of Manufacturers' Outlets, 1934 and 1935

	Sales Reported		Per Cent Change
	1934 \$	1935 \$	
Tires (including rubber goods) .....	32,911,900	35,679,600	+ 8.4
Head Office and Export .....	12,437,000	15,076,300	+ 21.2
Maritime Provinces .....	1,490,300	1,425,100	- 4.4
Quebec .....	4,183,800	4,084,000	- 2.4
Ontario .....	8,871,300	9,241,300	+ 4.2
Prairie Provinces .....	4,622,400	4,596,100	- 0.6
British Columbia .....	1,307,100	1,256,800	- 3.8
Chemicals and Paints (chiefly paints) ...	8,391,000	9,199,300	+ 9.6
Maritime Provinces .....	626,000	726,700	+ 16.1
Quebec .....	2,706,100	2,870,800	+ 6.1
Ontario .....	3,002,900	3,278,300	+ 9.2
Prairie Provinces .....	1,330,900	1,480,200	+ 11.2
British Columbia .....	725,100	843,300	+ 16.3
Clothing, Furnishings and Textiles .....	6,679,300	7,226,100	+ 8.2
Maritime Provinces .....	425,100	434,100	+ 2.1
Quebec .....	1,945,900	2,087,600	+ 7.3
Ontario .....	3,606,700	4,009,000	+ 11.2
Prairie Provinces .....	424,200	405,700	- 4.4
British Columbia .....	277,400	289,700	+ 4.4
Footwear (chiefly rubber) .....	6,414,300	6,509,800	+ 1.5
Head Office and Export .....	1,076,900	1,439,300	+ 33.7
Maritime Provinces .....	852,900	822,900	- 3.5
Quebec .....	1,794,500	1,555,700	- 13.3
Ontario .....	1,434,400	1,419,500	- 1.0
Prairie Provinces .....	866,500	894,900	+ 3.3
British Columbia .....	389,100	377,500	- 3.0
Electrical .....	36,268,600	40,628,800	+ 12.0
Maritime Provinces .....	2,014,200	2,145,000	+ 6.5
Quebec .....	11,837,800	11,800,000	- 0.3
Ontario .....	15,385,000	18,252,300	+ 18.6
Prairie Provinces .....	4,065,400	5,039,500	+ 24.0
British Columbia .....	2,966,200	3,392,000	+ 14.4
Biscuits and Confectionery .....	12,787,700	13,637,600	+ 6.6
Maritime Provinces .....	1,655,900	1,828,300	+ 10.4
Quebec .....	3,731,400	3,984,400	+ 6.8
Ontario .....	5,123,300	5,329,100	+ 4.0
Prairie Provinces .....	1,853,200	2,057,100	+ 11.0
British Columbia .....	423,900	438,700	+ 3.5
Flour and Feed .....	52,854,500	61,359,000	+ 16.1
Export sales .....	13,651,700	15,564,000	+ 14.0
Domestic sales .....	39,202,800	45,795,000	+ 16.8
Sugar .....	35,171,700	34,140,300	- 2.9
Food Specialties .....	16,969,300	18,145,200	+ 6.9
Milk Products .....	8,343,100	9,004,700	+ 7.9
House Furnishings .....	6,716,200	7,359,000	+ 9.6
Quebec and Maritime Provinces .....	2,552,400	2,682,800	+ 5.1
Ontario .....	2,692,300	2,992,400	+ 11.1
Prairie Provinces .....	929,700	1,109,800	+ 19.4
British Columbia .....	541,800	574,000	+ 5.9
Hardware and Plumbing .....	16,522,000	17,350,300	+ 5.0
Quebec and Maritime Provinces .....	5,587,500	5,609,600	+ 0.4
Ontario .....	7,360,600	7,732,800	+ 5.1
Prairie Provinces .....	2,559,000	2,836,800	+ 10.9
British Columbia .....	1,014,900	1,170,100	+ 15.3





Table 2.--Sales of Dealers(1) and Manufacturers(2) of Farm Machinery and Equipment, by Provinces(3), 1930 - 1935

Province	Sales							Indexes of Sales (1930 = 100.0)					Per Cent Change, 1934-1935
	1930	1931	1932	1933	1934	1935		1930	1931	1932	1933	1934	1935
CANADA, Total .....	47,325,700	16,655,200	16,124,200	14,298,500	18,650,800	26,582,300		100.0	35.2	34.1	30.2	39.4	56.2
Maritime Provinces ..	1,337,100	811,800	505,700	470,300	588,800	710,800		100.0	60.7	37.8	35.2	44.0	53.2
Quebec .....	3,536,800	2,749,200	1,717,600	1,434,000	1,783,900	2,159,300		100.0	77.7	48.6	40.5	50.4	61.1
Ontario .....	8,976,000	5,065,000	3,439,700	3,450,600	4,743,100	6,838,300		100.0	56.4	38.3	38.4	52.8	76.2
Manitoba .....	6,582,300	1,744,300	1,941,800	1,898,200	2,855,000	4,173,300		100.0	26.5	29.5	28.8	43.4	63.4
Saskatchewan .....	15,185,000	2,596,600	4,175,900	3,276,500	3,839,600	6,566,300		100.0	17.1	27.5	21.6	25.3	43.2
Alberta .....	11,050,200	3,226,700	4,079,300	3,496,000	4,418,300	5,586,100		100.0	29.2	36.9	31.6	40.0	50.6
British Columbia ...	658,300	461,600	264,200	272,900	422,100	548,200		100.0	70.1	40.1	41.5	64.1	83.3

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

(3) Sales are based on the location of establishments and are not necessarily identical with provincial sales.



Table 3.--Distribution of Sales of Manufacturers' Outlets (1), 1935

Group	Sales of Firms Reporting 1935	Percentage Distribution of Total Sales --							
		Manufacturers or industrial users		Jobbers or other wholesalers	Chain (other than voluntary) or department stores	Other retailers, institutions or professions	Sales at retail prices	Export	Other
		as materials	as supplies or equipment						
Electrical .....	\$ 39,961,400	6.4	44.0	27.5	3.5	14.2	0.6	3.8	-
Food products --									
Biscuits and confectionery .....	13,637,600	0.2	-	33.6	18.9	38.7	8.1	0.5	(2)
Flour and feed(3) .....	61,359,000	40.8	-	27.6	2.1	4.7	0.1	24.7	-
Sugar .....	34,140,300	21.1	-	64.0	11.4	3.0	-	0.5	-
All other groceries .....	18,145,200	6.1	-	24.8	13.3	24.7	-	31.1	-
Furniture and house furnishings .....	7,359,000	8.6	1.4	6.3	29.6	44.8	7.8	1.4	0.1
Hardware and plumbing .....	17,350,300		32.6(4)	16.8	7.4	39.3	2.4	1.5	0.1
Rubber footwear .....	6,509,800	2.0	0.6	13.3	20.6	42.5	-	20.9	0.1
Tires and rubber goods .....	35,679,600	19.8	4.5	12.9	5.3	32.8	1.1	23.2	0.4

(1) Chiefly manufacturers with general sales offices or sales branches.

(1) Carefully manufacturers with general sales offices or sales branches. (2) Less than 1 per cent.  
(3) Established on basis of available figures. (4) Percentage of total sales made to industrial users as materials, supplies or equipment.

Table 4.--Distribution of Sales of Marketers<sup>(1)</sup> of Petroleum Products, 1935

Economic Division	Sales of Firms Reporting 1935	Percentage of Total Sales to --						
		Jobbers	(2) Retailers	Farmers and other primary producers	Other wholesale sales	Sales at retail prices	(3) Export sales	All other
CANADA, Total .....	172,555,500	17.7	49.9	11.6	13.9	4.3	2.2	0.4
Maritime Provinces .....	14,866,700	15.7	64.3	9.0	5.5	2.7	2.1	0.7
Quebec .....	31,292,800	19.4	53.3	2.8	17.1	5.1	2.0	0.3
Ontario .....	65,204,700	17.1	57.4	4.3	12.3	5.2	3.4	0.3
Prairie Provinces .....	41,119,000	17.8	37.4	34.7	8.4	0.5	0.9	0.3
British Columbia .....	20,072,300	18.3	35.2	4.1	31.8	8.4	1.2	1.0

(1) Includes marketing organizations of refining companies as well as jobbers.

(2) Includes company-owned filling stations.

(3) Export sales are attributed to offices reporting such sales.





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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Sales of Manufacturers' Outlets, 1936

Introduction

Reports are secured annually for the Census of Merchandising and Service Establishments from retail merchants, from full-function wholesalers and also from certain types of manufacturers which have set up sales branches or distributing warehouses and which thus perform at least part of the functions of regular wholesale merchants. Sales of such firms are made partly to retailers, partly to wholesalers or jobbers and partly to industrial or other large consumers. Reports for 1936 covering the retail trade and that of regular wholesalers have already been published<sup>(1)</sup>. This bulletin supplements the wholesale trade report and shows the trend in sales between 1935 and 1936 for those manufacturing firms in certain industries which operate sales branches or distributing warehouses. While the figures shown herein are not all inclusive even for those industries represented, they are sufficiently complete to indicate the general trend in sales over the two-year period.

Summary

Comparison of sales for 1935 and 1936 for firms coming within the scope of this survey reveal increases generally in excess of those recorded in the 1934-1935 comparison. The electrical group shows the greatest relative improvement with a gain of 25.3 per cent compared with an increase of 12.0 per cent in the preceding year. The food specialties group comes second with a 19.4 per cent improvement compared with a 6.9 per cent increase in 1935 over 1934. Percentage changes between 1935 and 1936 for other groups with increases between 1934 and 1935 in brackets are as follows: house furnishings, 15.5 (9.6); flour and feed, 15.0 (16.1); hardware and plumbing, 13.6 (5.0); milk products, 13.1 (7.9); chemicals and paints, 12.1 (9.6); biscuits and confectionery, 11.0 (6.6); footwear, 8.3 (1.5); tires (including rubber goods), 7.5 (8.4); clothing, furnishings and textiles, 4.4 (8.2), and sugar, 1.5 (-2.9).

Sales of dealers and manufacturers of farm machinery and equipment are shown in Table 2. Percentage gains in 1936 over 1935 of 43 per cent in the Maritime Provinces, 31 per cent in British Columbia and 23 per cent in Quebec were modified by smaller increases of 11 per cent for Ontario, no change in Saskatchewan and declines of 8 per cent and 1 per cent for Manitoba and Alberta, resulting in a net gain of 5 per cent for the country as a whole.

Distribution of sales of manufacturers' outlets to various types of purchasers is shown in Table 3 for firms in a number of selected industries and able to give this analysis of their business. Two groups - chemicals and paints, and clothing, furnishings and textiles - have been added to the classifications for which this analysis was made in previous years. The distribution of sales for the other groups as shown in Table 3 differs but little from the corresponding proportions for 1935 and 1934.

The distribution of sales of marketers of petroleum products for 1936 is shown in Table 4. Of the total sales reported, \$183,552,800, slightly more than 50 per cent was made with retailers including retail stations operated by the distributing companies. Sales to jobbers amounted to 18.1 per cent of the total and sales to farmers and other primary producers accounted for another 10.5 per cent. The proportion of the total sales made with farmers and other primary producers was lowest in Quebec at 3.0 per cent and was highest in the Prairie Provinces at 29.4 per cent. In the Maritime Provinces the ratio was also comparatively high at 9.1 per cent.

In addition to sales to jobbers and to retailers "other wholesale sales" of marketers of petroleum products amounted to 14.2 per cent of the total. Included in this group are sales for commercial vehicles and industrial uses.

(1) Retail Merchandise Trade in Canada, 1936.

(2) Wholesale Trade in Canada and the Provinces, 1936.





Table 1.--Sales of Manufacturers' Outlets, 1935 and 1936

	Sales Reported		Per Cent Change
	1935	1936	
Tires (including rubber goods) .....	35,679,600	36,354,600	+ 7.5
Head Office and Export .....	25,076,300	16,366,900	+ 8.6
Maritime Provinces .....	1,425,100	1,560,200	+ 9.5
Quebec .....	4,154,000	4,532,700	+ 9.1
Ontario .....	9,208,300	9,770,800	+ 6.1
Prairie Provinces .....	4,559,100	4,753,800	+ 4.3
British Columbia .....	1,256,800	1,366,200	+ 8.9
Chemicals and Paints (chiefly paints) ...	9,649,400	10,819,300	+12.1
Maritime Provinces .....	726,700	801,800	+10.3
Quebec .....	3,320,500	3,846,300	+15.8
Ontario .....	3,278,300	3,601,800	+ 9.9
Prairie Provinces .....	1,480,200	1,604,500	+ 8.4
British Columbia .....	843,300	964,900	+14.4
Clothing, Furnishings and Textiles .....	7,226,100	7,541,900	+ 4.4
Maritime Provinces .....	434,100	471,600	+ 8.6
Quebec .....	2,087,600	2,254,400	+ 8.5
Ontario .....	4,009,000	4,048,900	+ 1.0
Prairie Provinces .....	405,700	424,000	+ 4.5
British Columbia .....	281,700	333,000	+14.9
Footwear (chiefly rubber) .....	6,576,300	7,125,200	+ 8.3
Head Office and Export .....	1,429,300	2,283,800	+56.7
Maritime Provinces .....	322,800	709,300	-13.8
Quebec .....	1,555,700	1,415,700	- 9.0
Ontario .....	1,456,000	1,446,800	- 2.6
Prairie Provinces .....	674,800	885,300	- 1.1
British Columbia .....	377,500	364,300	+ 1.8
Electrical .....	42,167,400	52,846,900	+25.3
Maritime Provinces .....	2,226,100	2,725,200	+22.4
Quebec .....	12,229,300	14,859,500	+21.5
Ontario .....	18,914,300	25,548,200	+35.1
Prairie Provinces .....	5,113,000	5,490,100	+ 6.1
British Columbia .....	3,624,700	4,223,900	+16.5
Biscuits and Confectionery .....	13,486,400	14,972,100	+11.0
Maritime Provinces .....	1,667,100	1,823,400	+ 8.1
Quebec .....	3,984,400	4,814,600	+20.8
Ontario .....	5,329,100	5,524,500	+ 3.7
Prairie Provinces .....	2,057,100	2,313,200	+12.4
British Columbia .....	438,700	503,200	+14.7
Flour and Feed .....	61,359,000	70,589,600	+15.0
Export Sales .....	15,564,000	14,964,800	- 3.8
Domestic Sales .....	45,795,000	55,624,800	+21.5
Sugar .....	34,140,300	34,660,900	+ 1.5
Food Specialties .....	18,145,200	21,660,600	+19.4
Milk Products .....	9,004,700	10,186,600	+13.1
House Furnishings .....	7,359,000	8,502,500	+15.5
Quebec and Maritime Provinces .....	2,682,800	2,974,500	+10.9
Ontario .....	2,992,400	3,451,300	+15.3
Prairie Provinces .....	1,109,800	1,334,500	+20.2
British Columbia .....	574,000	742,200	+29.3
Hardware and Plumbing .....	17,350,300	19,702,300	+13.6
Quebec and Maritime Provinces .....	5,609,600	6,270,700	+11.8
Ontario .....	7,732,800	8,823,600	+14.1
Prairie Provinces .....	2,837,800	3,179,700	+12.0
British Columbia .....	1,170,100	1,428,300	+22.1



Table 2.--Sales of Dealers (1) and Manufacturers (2) of Farm Machinery and Equipment, by Provinces (3) 1930 - 1936

Province	Net Sales						Indexes of Sales (1930 = 100.0)						Per Cent Change, 1936/35		
	1930	1931	1932	1933	1934	1935	1936	1930	1931	1932	1933	1934		1935	1936
CANADA, Total .....	47,325,700	16,655,200	16,124,200	14,298,500	18,650,800	26,582,300	27,913,500	100.0	35.2	34.1	30.2	39.4	56.2	59.0	+ 5.0
Maritime Provinces	1,337,100	811,800	505,700	470,300	588,800	710,800	1,018,100	100.0	60.7	37.8	35.2	44.0	53.2	76.1	+43.2
Quebec .....	3,536,800	2,749,200	1,717,600	1,434,000	1,703,900	2,159,300	2,653,700	100.0	77.7	48.6	40.5	50.4	61.1	75.0	+22.9
Ontario .....	8,976,000	5,065,000	3,439,700	3,450,600	4,743,100	6,838,300	7,503,800	100.0	56.4	38.3	38.4	52.8	76.2	84.5	+10.9
Manitoba .....	6,582,300	1,744,300	1,941,800	1,898,200	2,855,000	4,173,300	3,844,300	100.0	26.5	29.5	28.8	43.4	63.4	58.4	- 7.9
Saskatchewan .....	15,185,000	2,596,600	4,175,900	3,276,500	3,839,600	6,566,300	6,586,700	100.0	17.1	27.5	21.6	25.3	43.2	43.4	+ 0.3
Alberta .....	11,050,200	3,226,700	4,079,300	3,496,000	4,418,300	5,586,100	5,507,700	100.0	29.2	36.9	31.6	40.0	50.6	49.8	- 1.4
British Columbia ..	658,300	461,600	264,200	272,900	422,100	548,200	719,200	100.0	70.1	40.1	41.5	64.1	83.3	109.3	+31.2

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

(3) Sales are based on the location of establishments and are not necessarily identical with provincial sales.





Table 3. --Distribution of Sales of Manufacturers' Outlets (1), 1936

Group	Sales of Firms Reporting 1936	Percentage Distribution of Total Sales --					Sales at retail prices	Export	Other
		Manufacturers or industrial users as materials or equipment	Jobbers or other wholesalers	Chain (other than voluntary) stores	Other retailers, institutions or professions				
Chemicals and paints (chiefly paints) (2)	10,290,500	20.1	16.1	7.5	45.8	4.0	0.6	0.7	
Clothing, furnishings and textiles . . . . .	7,267,700	6.6	13.1	15.4	44.9	7.5	0.9	0.2	
Electrical . . . . .	50,288,000	6.1	16.4	4.0	20.5	2.5	2.9	-	
Food products --									
Biscuits and confectionery . . . . .	14,979,100	0.2	35.9	18.6	44.9	-	0.3	0.1	
Dairy and poultry products (2) . . . . .	10,186,600	15.5	47.0	8.3	18.0	-	11.2	-	
Flour and feed (2) . . . . .	70,539,600	35.1	23.3	7.6	13.0	0.1	20.9	-	
Sugar . . . . .	34,660,900	22.6	63.3	10.6	3.2	-	0.3	-	
All other groceries . . . . .	23,187,400	6.5	23.2	13.3	26.6	-	30.4	-	
Furniture and house furnishings . . . . .	8,502,500	8.2	5.5	30.0	44.6	8.2	1.5	0.1	
Hardware and plumbing . . . . .	19,692,300	32.0 (4)	16.2	7.2	39.3	2.4	2.9	-	
Rubber footwear . . . . .	7,125,200	1.6	11.8	18.3	37.6	-	30.0	0.1	
Tires and rubber goods . . . . .	38,354,600	19.6	11.0	6.6	31.5	1.3	25.2	0.4	

(1) Chiefly manufacturers with sales offices or sales branches.

(2) Less than .1 per cent.

(3) Established on basis of available figures.

(4) Percentage of total sales made to industrial users as materials, supplies and equipment.

Table 4. --Distribution of Sales of Marketers (1) of Petroleum Products, 1936

Economic Division	Sales of Firms Reporting 1936	Percentage of Total Sales to --				All other sales
		Jobbers	Retailers	Farmers and other primary producers	Other wholesale sales	Export
CANADA, Total . . . . .	183,552,800	18.1	50.1	10.5	14.2	4.3
Maritime Provinces . . . . .	15,782,600	18.1	57.6	9.1	7.2	4.5
Quebec . . . . .	31,781,100	20.1	50.5	3.0	17.3	6.3
Ontario . . . . .	69,817,300	17.0	55.4	4.0	14.5	5.1
Prairie Provinces . . . . .	45,538,800	17.8	46.1	29.4	5.3	0.3
British Columbia . . . . .	20,633,000	19.6	34.3	3.4	33.3	7.2

(1) Includes marketing organizations of refining companies as well as jobbers.

(2) Includes company-owned filling stations.

(3) Export sales are attributed to offices reporting such sales.













